

Minneapolis Healthy Food Shelf Network: 2014 Action Plan

Goal: Minneapolis food shelves are connected with other agencies that share their commitment to increasing healthy food options

- **Strategy: Facilitate communication and collaboration between food shelves, food banks, and hunger relief agencies serving Minneapolis residents.**
- **Tactic:** Convene the Minneapolis Healthy Food Shelf Network every other month, including tours of host food shelves and discussion of best practices.
- **Tactic:** Create a food shelf directory and interactive map (including information on farmers markets, community gardens, and meal program sites) to encourage direct communication and relationship building between partners.

Goal: Minneapolis food shelves are stocked with more high quality, healthy items (fresh produce, whole grains, low-fat/low-sodium/low-sugar items) on a consistent basis

- **Strategy: Create policies, systems, and relationships that help food shelves reliably procure healthy foods through purchase or donation.**
- **Tactic:** Assist food shelves in creating healthy food policies to guide organizational practices and decision-making.
- **Tactic:** Work with food banks to establish policies and practices that support procurement, donation, and distribution of healthy foods to food shelves.
- **Tactic:** Pilot test systems for shared purchase, delivery, processing, and/or storage of healthy foods.
- **Tactic:** Promote Plant an Extra Row, Giving Gardens, and healthy food drives to community members and help connect them with interested food shelves.

Goal: Minneapolis food shelf clients are aware of and choose healthy options

- **Strategy: Ensure that healthy options are visible and attractively displayed in food shelves and that clients are encouraged to select them.**
- **Tactic:** Create and utilize point-of-decision signage and marketing materials to highlight healthy options for clients.
- **Tactic:** Perform enhancements in food shelves to make healthy options more visible and attractive.
- **Tactic:** Provide training for food shelf staff and volunteers on the availability and importance of healthy foods for clients.